

Appl. No. 10/784,358
Amdt. dated February 20, 2007
Reply to Office Action of November 18, 2006

Amendments to the Drawings:

Attached as an Appendix to this amendment is a replacement drawing sheet 1 of 11 showing a corrected FIG. 1.

REMARKS/ARGUMENTS

This Amendment responds to the office action mailed November 18, 2006.

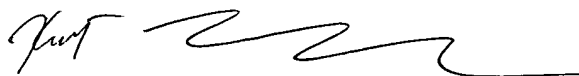
The Examiner objected to the drawings. Attached as an appendix to this amendment is a substitute drawing sheet correcting FIG. 1 that overcomes the Examiner's objections.

The Examiner rejected claims 1-13 under 35 U.S.C. § 102(a) as being anticipated by Werkoven, WO 99/59097. Independent claim 1 recites the limitation of "maintaining said post-session platform in said background until a *viewer driven* view triggering event occurs." (emphasis added). Independent claim 7 recites a "post-session platform coming to said foreground . . . in response to a *viewer driven* view triggering event." Werkoven discloses a method that (1) opens a background window in response to a load triggering event, i.e. using a browser to navigate to a web page having code that instantiates the advertisement; (2) loads an advertisement into a second browser in a background window; and (3) automatically moves the advertisement to the foreground once it has fully loaded. The applicant previously argued that the movement to the foreground was from a "viewer-driven view triggering event." The Examiner's responds that the "completion of loading" is viewer driven, because the viewer navigated to the web page triggering the advertisement in the first place.

The applicant has amended each of claims 1 and 7 to provide the additional limitation of "said view triggering event being an action taken by a viewer, and different from said load triggering event." Werkoven fails to disclose this limitation. Therefore, claims 1 and 7 as well as their respective dependent claims 2-6 and 8-13 patentably distinguish over the cited prior art.

In view of the foregoing amendments and remarks, the applicant respectfully requests reconsideration and allowance of claims 1-13.

Respectfully submitted,



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Appendix

Attached to this amendment is a replacement drawing sheet 1 showing a corrected FIG. 1.